

DEPARTMENT OF THE ARMY  
 UNITED STATES ARMY INTELLIGENCE AND SECURITY COMMAND  
 Arlington Hall Station  
 Arlington, Virginia 22212

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 No. 381-2

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Military Intelligence

USAINSCOM CONSUMERS EVALUATION PROGRAM (ICEP)

The word "he" when used in this regulation represents both the masculine and feminine genders, unless otherwise specifically stated.

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1. PURPOSE. This regulation supports DIAM 57-1A and the US Army Intelligence and Security Command (USAINSCOM) Production Management Program (PMP) outlined in USAINSCOM Regulation 381-11 by prescribing the systematic evaluation of USAINSCOM intelligence products. This regulation describes the USAINSCOM Consumers Evaluation Program (ICEP) which solicits consumer reaction to intelligence products as an aid in assessing the degree to which intelligence products and services are satisfying consumer requirements.

2. REFERENCES.

a. Required publications.

(1) DIAM 57-1A, General Intelligence Production.

(2) USAINSCOM Regulation 381-11, Intelligence and Threat Analysis Production.

b. Related publications.

(1) AR 10-53, Mission and Functions United States Army Intelligence and Security Command (draft dated 10 August 1981).

(2) AR 381-11, Threat Support to US Army Force, Combat, and Materiel Development.

(3) AR 381-19, Intelligence Support.

(4) AR 381-20, US Army Counterintelligence and Security Support Activities.

(5) AR 530-1, Operations Security (OPSEC).

(6) USAINSCOM Regulation 5-3, Resource Management.

(7) USAINSCOM Regulation 10-51, Mission and Functions USAINSCOM Theater Intelligence Center-Pacific.

3. APPLICABILITY. This regulation is applicable to the Headquarters (HQ) staff and subordinate USAINSCOM activities with production missions.

4. SCOPE. This regulation outlines policies and establishes responsibilities for product evaluation of general intelligence production produced within USAINSCOM. Evaluations of Signals Intelligence (SIGINT) reports issued in accordance with US Signals Intelligence Directives (USSID) and of non-hard copy support data and data bases under the Department of Defense Intelligence Information System (DODIIS) or the Delegated Production System (DPS) do not fall within the purview of this regulation.

5. EXPLANATION OF TERMS. See appendix B.

6. OBJECTIVE. The primary objective of the ICEP is to establish a mechanism to facilitate both producer and management evaluation of production mission satisfaction and the degree to which the intelligence produced satisfies consumer requirements. The focus of the ICEP is on the self-improvement of USAINSCOM products and is not intended as an inspection function. Its goal is to complement quality control programs conducted by USAINSCOM production activities. The ICEP will also assist production resource managers in improving cost-effectiveness of production and in satisfying priority requirements.

7. POLICY. To insure a viable, continuing evaluation program on intelligence products and to insure consumer evaluation.

a. Each USAINSCOM intelligence production organization will, resources permitting, survey its own products.

b. Each producer will establish a 2- or 3-year cycle for the periodic evaluation by consumers of recurring products and prepare annually, a schedule of the products to be surveyed -- both recurring and non-recurring -- during the next fiscal year.

c. While the views of other intelligence organizations may be considered, producers should construct their questionnaires to elicit the needs and views of, and critique by, non-intelligence consumers.

d. Producers should construct questionnaires which will permit comparison of survey response data concerning an individual product or product type between different time periods. This will aid assessing consumer comments regarding product utility, essentiality to mission, and content.

e. The results of product surveys will be shared with DIA (DM-3A) and HQ USAINSCOM (IAOPS-PDN) within 30 days following the completion of the survey analysis.

#### 8. RESPONSIBILITIES.

a. Commander (Cdr), USAINSCOM. Directs, conducts and coordinates a product evaluation program in support of foreign intelligence and counter-intelligence production, including imagery and threat analysis.

b. Deputy Chief of Staff for Operations (DCSOPS), USAINSCOM. Through the Production Management Division (IAOPS-PDN) is the staff point of contact for the ICEP and performs the following functions:

(1) Provides production evaluation policy and monitors the survey results of USAINSCOM production activities.

(2) Maintains USAINSCOM production activities' evaluation schedules, product evaluation files, scheduled product changes and evaluation analysis reports.

(3) Reviews USAINSCOM production activities' evaluation analysis and provides, as appropriate, recommendations for survey and/or product improvements.

(4) Assists USAINSCOM production activities who do not possess the resources to do their own product surveys in the conduct of product evaluations.

(5) Forwards analysis of survey findings through the Office of the Assistant Chief of Staff for Intelligence (OACSI), Attention DAMI-FIR, to DIA (DM-3A).

(6) Provides the Cdr, USAINSCOM with periodic analysis of the ICEP program.

c. USAINSCOM Production Activities.

(1) Provide DCSOPS (IAOPS-PDN) with an annual schedule of the products to be surveyed during the next fiscal year (FY). FY82 schedules will be forwarded to IAOPS-PDN not later than 30 April 1982. Report Control Symbol (RCS) for subject report is IAOPS-PDN-68.

(2) Formulate product-unique questions to be included in the product survey. A sample general-purpose product evaluation survey is found at appendix A.

(3) Resources permitting, conduct product review by forwarding evaluation surveys to selected consumers in accordance with (IAW) the production evaluation schedule.

(4) Review consumer-provided survey data pertaining to each evaluated product, prepare a product analysis and forward results to DIA (DM-3A), through DCSOPS (IAOPS-PDN), within 30 days of survey completion. RCS for subject analysis is IAOPS-PDN-69.

(5) Schedule appropriate revisions to future products IAW analysis results.

(6) Provide appropriate feedback to consumers.

APPENDIX A

INSCOM CONSUMERS EVALUATION PROGRAM (ICEP)

SAMPLE PRODUCT EVALUATION SURVEY

FOR

SUBJECT PRODUCT: \_\_\_\_\_

NOTE: Do not exceed Secret collateral classification in response to this survey.

Date of Response: \_\_\_\_\_

Unit Responding: \_\_\_\_\_

Address/location of unit: \_\_\_\_\_

1. a. Have you received the subject product? (If not attached to this questionnaire) Yes \_\_\_\_\_ No \_\_\_\_\_

b. If not, do you want to receive an example of the product? Yes \_\_\_\_\_ No \_\_\_\_\_

2. Of the information given in the subject product, about what percentage have you seen in other sources:

80-100% \_\_\_\_\_ 50-80% \_\_\_\_\_ Less than 50% \_\_\_\_\_

List those specific sections of the subject product information which you have seen in one or more different sources:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. a. If other products provide some or all of the same information, which do you consider more authoritative?

Subject product \_\_\_\_\_ Other product \_\_\_\_\_

b. Which do you actually use in your work?

Subject product \_\_\_\_\_ Other product \_\_\_\_\_

c. If your answer to 4a or b was the "other product", do you believe the subject product is useful in confirming information in the other product? Yes \_\_\_\_\_ No \_\_\_\_\_

d. How often do you use the subject product versus other products which provide some or all of the same information:

	<u>Subject Product</u>	<u>Other Product</u>
Daily	_____	_____
Weekly	_____	_____
Monthly	_____	_____
Few Times a year	_____	_____
Once a year	_____	_____
Rarely	_____	_____
Never	_____	_____

e. Are there gaps in the information provided by both the subject document and other intelligence products you may need to accomplish your mission? Yes \_\_\_\_\_ No \_\_\_\_\_

If so, please describe the information you would like to have (use an additional sheet if necessary).

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4. What type of person in your organization uses the subject product? (Check any that apply and indicate with a number 1, 2, 3, etc., which are the most frequent types of user.)

Commander and staff \_\_\_\_\_

Intelligence personnel \_\_\_\_\_

Other (specify) \_\_\_\_\_

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5. Please rate the subject document in the attributes below using a numerical scale for each attribute as follows:

1 - Excellent, 2 - Good, 3 - Satisfactory, 4 - Poor, 5 - Very Poor,  
NA - Not Applicable.

<u>Attribute</u>	<u>Score</u> <u>(1-5)</u>	<u>If Poor (4) or Very Poor (5),</u> <u>How would you improve?</u> <u>(Use reverse side as required)</u>
Quality of analysis usefulness	_____	_____
Importance to your mission	_____	_____
Level of classification	_____	_____
Frequency of distribution	_____	_____
Number of copies	_____	_____
Degree of detail	_____	_____
Scope of coverage	_____	_____
Technical information	_____	_____
Graphic displays	_____	_____
Text clarity	_____	_____
Text completeness	_____	_____
Organization and format	_____	_____
Timeliness of Reporting	_____	_____
Amount of new information	_____	_____

6. What are the main areas of your mission which the subject document helps you accomplish? (Please mark any that apply, ranking the areas from 1 - product is most useful for this area, 2 - next most useful, etc.):

General Intelligence \_\_\_\_\_

Mission Planning \_\_\_\_\_

Targeting \_\_\_\_\_

Indications and Warning \_\_\_\_\_

Political intelligence \_\_\_\_\_

Tactics and strategy \_\_\_\_\_

R&amp;D \_\_\_\_\_

Other (specify) \_\_\_\_\_

Not useful in any mission area \_\_\_\_\_

7. Do you ever ask the producer of the subject document for special support in related areas? Yes \_\_\_\_\_ No \_\_\_\_\_

If so, about how frequently? (times per year) \_\_\_\_\_

8. Would you prefer this product to be disseminated in another medium?

(hard copy \_\_\_\_\_, microfiche \_\_\_\_\_, microfilm \_\_\_\_\_, briefing \_\_\_\_\_, automated data processing medium (specify which) \_\_\_\_\_, message/cable \_\_\_\_\_, other \_\_\_\_\_)

9. If this product were to be terminated and not replaced by any new product, what would the impact on your ability to accomplish your mission be?

\_\_\_\_\_ No impact--document not needed

\_\_\_\_\_ Marginal degradation, other documents cover most needs

\_\_\_\_\_ Substantial degradation, difficult to get information from other sources.

\_\_\_\_\_ Is essential to mission

10. Other general suggestions for improvement of the product (use reverse side or additional sheet).

11. Although you may remain anonymous, it would be very helpful to know certain facts about you as the respondent:

a. What is your rank? \_\_\_\_\_

b. How often do you personally use the subject product (i.e., daily, weekly, monthly, never)? \_\_\_\_\_

c. Did you complete this survey alone or in conjunction with others in your unit? Alone \_\_\_\_\_ With others \_\_\_\_\_

d. Did you coordinate your response with any level above you?  
Yes \_\_\_\_\_ No \_\_\_\_\_

e. Are you or those who worked with you the main users of the subject product within your unit? Yes \_\_\_\_\_ No \_\_\_\_\_

Optional: Your position in unit \_\_\_\_\_

Optional: Name \_\_\_\_\_



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12. Some specific questions about the subject product are \_\_\_\_\_ are not \_\_\_\_\_ attached. If there are such questions, the producer would especially appreciate your taking the additional time to respond to these questions.

13. Please return this questionnaire and any attachments to the following address (the producer of the document).

## APPENDIX 3

### GLOSSARY OF TERMS

1. **Product.** Intelligence in the form of studies, reports, working papers, technical briefings, technical handbooks, ADPS materials, annotated maps, annotated imagery in various forms, computer data bases, and other materials of a similar nature.
2. **Recurring Products.** Those products which are intended for periodic update and continued dissemination, even if the cycle is on an "as required" basis. The converse is a one-time product such as a final report on a particular study.
3. **General Intelligence Production.** Military intelligence in the fields of: military capabilities, including orders of battle, organization, training, tactics, and all other factors bearing on military strength and effectiveness; area and terrain intelligence, including urban areas, coasts and landing beaches, and medical, meteorological, and geological intelligence; transportation in all modes; materiel production and support industries, telecommunications, military economics; location and identification of military-related installations; government control; evasion and escape; threats and forecasts; and indications.
4. **Defense Intelligence Production Schedule (DIPS).** The planned production schedule (current through three out years) developed by each general intelligence producer for both products and service activities.
5. **Delegated Production System (DPS).** The system to implement the concept of sharing the responsibility for producing elements of a single, worldwide data base retained by DIA and for use throughout the DOD.
6. **Service or Support Activities.** Those functions of general intelligence producers that provide support or assistance to consumers of intelligence but which do not fall under the category of finished products.

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The proponent of this regulation is the Office of the Deputy Chief of Staff for Operations. Users are invited to send comments and suggestions for improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) to this Headquarters, ATTN: IAOPS-PDN.

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